

What is claimed is:

1. A method for displaying a TV program to a viewer, comprising:
 - receiving a plurality of TV programs;
 - allowing the viewer to select one of the plurality of received TV programs for viewing; and
 - responding to the viewer selection by controlling the programming displayed to the viewer in accordance with the viewer selection and with previously determined viewing preferences of the viewer.
2. The method of claim 1, wherein controlling the programming displayed to the viewer comprises:
 - displaying the viewer selected program and additional programs selected in accordance with the previously determined viewing preferences of the viewer.
3. The method of claim 2, wherein displaying additional programs comprises:
 - displaying one or more advertisements.
4. The method of claims 2 or 3, further comprising:
 - receiving a plurality of additional programs.
5. The method of claim 4, wherein controlling the programming displayed to the viewer further comprises:
 - selecting one or more of the received additional programs in accordance with the previously determined viewing preferences of the viewer for display to the viewer.
6. The method of claim 4, wherein receiving the plurality of TV programs and additional programs comprises:

receiving the plurality of programs through one or more broadcast television signals, cable television networks, computer networks, or telephone networks.

7. The method of claim 6, wherein receiving the plurality of TV programs and additional programs comprises:

receiving the additional programs independently of the TV programs.

8. The method of claim 7, wherein receiving the plurality of TV programs and additional programs comprises:

receiving the plurality of TV programs on a first set of TV channels; and

receiving the plurality of additional programs on a second set of TV channels.

9. The method of claim 6, wherein receiving the plurality of TV programs and additional programs comprises:

receiving the additional programs multiplexed with one or more of the TV programs.

10. The method of claim 4, further comprising:

storing the received additional programs for subsequent display to the viewer.

11. The method of claim 10, wherein controlling the programming displayed to the viewer comprises:

displaying the viewer selected program and additional programs selected in accordance with the previously determined viewing preferences of the viewer from among the stored additional programs.

12. The method of claim 4, wherein receiving the plurality of additional programs comprises:

receiving a plurality of additional programs including targeting parameters related to the previously determined viewing preferences of the viewer.

13. The method of claim 12, wherein the targeting parameters include one or more of TV viewing preferences, demographic information, and additional program display schedule information.

14. A method for displaying a TV program to a viewer, comprising:

transmitting a plurality of TV programs for selection therebetween by the viewer; and

transmitting a plurality of additional programs for selection therebetween in accordance with previously determined viewing preferences of the viewer, the selected additional programs for display to the viewer with the selected TV program.

15. The method of claim 14, wherein transmitting the plurality of additional programs comprises:

transmitting a plurality of additional programs independently of the TV programs.

16. The method of claim 14, wherein transmitting a plurality of additional programs comprises:

transmitting a plurality of advertisements.

17. The method of claims 14 or 16, wherein transmitting the plurality of TV programs and additional programs comprises:

transmitting the plurality of programs through one or more broadcast television signals, cable television networks, computer networks, or telephone networks.

18. The method of claim 17, wherein transmitting the plurality of TV programs and additional programs comprises:

transmitting the additional programs independently of the TV programs.

19. The method of claim 18, wherein transmitting the plurality of TV programs and additional programs comprises:

transmitting the plurality of TV programs on a first set of TV channels; and

transmitting the plurality of additional programs on a second set of TV channels.

20. The method of claim 17, wherein transmitting the plurality of TV programs and additional programs comprises:

transmitting the additional programs multiplexed with one or more of the TV programs.

21. The method of claims 14 or 16, wherein transmitting a plurality of additional programs for selection therebetween further comprises:

transmitting a plurality of additional programs for selection therebetween in accordance with previously determined viewing preferences of the viewer, the selected additional programs for storing for subsequent display to the viewer.

22. The method of claims 14 or 16, wherein transmitting the plurality of additional programs comprises:

transmitting a plurality of additional programs including targeting parameters related to the previously determined viewing preferences of the viewer.

23. The method of claim 22, wherein the targeting parameters include one or more of TV viewing preferences, demographic information, and additional program display schedule information.